

# Market Research Analysts and Marketing Specialists (SOC 13-1161)

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Sample of reported job titles: Market Research Analyst; Market Analyst; Project Manager; Market Research Consultant; Client Service and Consulting Manager; Market Research Manager; Product Line Manager; Business Development Specialist; Client Services Vice President; Communications Specialist



## Job Responsibilities

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Monitor industry statistics and follow trends in trade literature.
- Measure and assess customer and employee satisfaction.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Forecast and track marketing and sales trends, analyzing collected data.
- Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, design, and pricing of company products or services.

## New Hampshire Outlook

- Average Hourly Wage\*: \$34.82
- Estimated Employment 2016: 1,991
- Projected Employment 2026: 2,458
- Expected 10-Year Growth: 23.5%
- Projected Average Annual Openings: 259

## Top industries in NH for this occupation:

- Computer Systems Design and Related Services
- Other Professional, Scientific, and Technical Services
- Management of Companies and Enterprises
- Wholesale Electronic Markets and Agents/Brokers

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\* Wage estimates based on surveys conducted from November 2013 to May 2016, aged to June 2017.

### Education and Training

Market Research Analysts need at least a four-year college degree, and many have a Master's degree in marketing or a related field, such as business administration (MBA). While neither experience nor on-the-job training are necessary, internships or work in a related field can be beneficial and improve employment prospects.

There is no professional license required in New Hampshire. Professional associations for this occupation offer voluntary certification programs for those looking to improve professional competence

### Interests (Holland Code): IEC

- Investigative — Investigative occupations frequently involve working with ideas, and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.
- Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.
- Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.

### Career Cluster: Marketing

### Work Environment

Market research analysts work in nearly every industry. They may work with the public to gather information and data, but they generally work at a computer, collecting and analyzing marketing data and preparing reports. Although most work full time during regular business hours, some may work long hours to meet deadlines.

### Additional Information Sources\*\*

Council of American Survey Research Organizations, <[www.casro.org](http://www.casro.org)>

Insights Association, <[www.insightsassociation.org](http://www.insightsassociation.org)>

### To Find a Job

Contact the nearest NH Employment Security office or go online to [www.nhes.nh.gov](http://www.nhes.nh.gov)

\*\* Inclusion of this information is intended to provide a convenient resource for research, but in no way constitutes an endorsement for any organization, nor is the list all-inclusive.

### Source:

NH Employment Projections, base year 2016 to projected year 2026  
Occupational Outlook Handbook, Bureau of Labor Statistics



For more information:  
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